



FINAL RULE UPDATE: Revisions in the WIC Food Package – Fruits, Vegetables, and Herbs

To: WIC Authorized Vendors

From: WIC Vendor Management Unit

Impacted Category/ Sub-Category: Fruits, Vegetables, and Herbs

Final Rule Information

The USDA FNS has revised WIC food package regulations to align with the current *Dietary Guidelines for Americans* and recommendations from the National Academies of Science, Engineering, and Medicine. These updates promote nutrition security, equity, and flexibility, ensuring participants have greater access to nutritious foods while accommodating cultural and personal dietary preferences.

Changes to the food package

These updates are designed to increase access to healthier food choices and ensure that vendors can support WIC program goals effectively.

Increased Variety of Fruits and Vegetables

- Vendors are now required to stock at least three varieties of vegetables, ensuring participants have better access to a range of nutritious options, particularly in areas where selection may be limited.

Expanded Eligible Purchases

- The program now includes fresh herbs, white potatoes, and larger packaged fruits and vegetables as eligible purchases with Cash Value Benefits (CVB).
- White potatoes, which were previously excluded, are now permanently allowed in any form—fresh, canned, or frozen—if they do not contain added sugars, fats, or oils.

Additional Forms of Produce

- Vendors must offer at least one additional form of fruit and vegetables beyond fresh options, such as frozen, canned, or dried, to provide participants with flexible shopping choices.

Changes to the food package (Continued)

Codification of White Potatoes as WIC Eligible

- The final rule removes the exclusion of white potatoes and aligns with regulations that permit any fresh, whole, or cut vegetables under WIC, provided they do not contain added sugars, fats, or oils.

Inclusion of Fresh Cut Herbs

- Fresh cut herbs are now eligible for purchase using the CVB. This change supports cultural eating patterns and aligns with dietary guidelines that categorize fresh herbs as dark green vegetables.
- Only fresh herbs (cut at the root or with the root intact) are allowed; dried herbs remain ineligible.

Information for Vendors

Larger Package Sizes for Fruits and Vegetables

Vendors may now sell larger pre-cut and packaged fruits and vegetables, benefiting families with multiple WIC participants by allowing bulk purchases.

Added Items from Expansion

UPC_PLU	Item Description
4885	Basil
4886	Basil (Opal)
4887	Basil (Sweet)
3084	Chervil
3462	Chives (Garlic/Chinese)
4888	Chives

4889	Cilantro (Chinese Parsely/Coriander)
4891	Dill
4892	Dill (Baby)
4893	Dill (Pickling)
4894	Lemongrass
4895	Marjoram
4896	Mint
4897	Oregano
4901	Parsley (Italian/Continental/French)
4902	Parsley (Retailer Assigned)
4889	Cilantro (Chinese Parsely/Coriander)
4899	Parsley
4903	Rosemary
4904	Sage
3139	Savory
4905	Sorrel

4906	Tarragon
4907	Thyme
4909	Other Herbs (Retailer Assigned)

These updates aim to enhance the accessibility and variety of nutritious foods for WIC participants while ensuring vendors have clear guidance on stocking and selling approved items. If you have any questions, please reach out to the WIC Vendor Management Unit for further assistance.

For additional details, visit [Final Rule: Revisions in the WIC Food Packages \(2024\) | Food and Nutrition Service](#).